

# KELLI THOMERSON

**Content Strategist & Writer | Digital Marketing | UGC Creator**

**Address:** Hurst, Texas  
**Phone:** 817-907-8304  
**Email:** kdtcreative@yahoo.com  
**LinkedIn:** [www.linkedin.com/in/kellithomerson/](http://www.linkedin.com/in/kellithomerson/)

## SUMMARY

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Versatile content strategist and writer with 15+ years of experience creating compelling narratives that drive measurable results. Proven expertise in copywriting, social media management, UGC creation, and digital content strategy for cultural institutions, brands, and small businesses.

## WORK EXPERIENCE

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**Freelance Content Strategist, Writer & Editor | KDT Creative** Jan 2025 - Present

Content producer specializing in cultural institutions, nonprofits, design firms, and brands. Services include writing, editing, and digital content development.

- Write and edit website content, interpretive exhibit text, and marketing materials
- Develop content strategies for digital platforms and social media campaigns
- Create UGC and branded content optimized for audience engagement

**Curator of Collections | City of Roanoke Visitors Center & Museum, Roanoke, TX** June 2014 - Present

Combine curatorial expertise with digital strategy and content marketing to expand organizational reach and visitor engagement.

### Digital Content & Marketing Achievements:

- Elevated social media presence: 39% increase in engagement, 43% reach growth, 34% follower growth
- Spearheaded digitization of archival materials, creating accessible online content attracting hundreds of monthly visits
- Designed interactive historical walking tour generating 1,500+ quarterly website views
- Implemented strategic communication initiatives that grew visitor attendance 72%
- Achieved 4.8 Google rating through enhanced customer communication and service excellence
- Create and manage comprehensive social media calendar and content across all platforms

### Grants & Collections:

- Secured \$25,000 IMLS grant for program expansion and accessibility initiatives
- Manage artifacts, archives, and exhibits throughout museum and city locations

**Historic Heritage Writer (Volunteer) | Various Cemetery Associations** June 2021 - Present

Research and author successful applications for Texas Historical Commission cemetery markers, supporting historical preservation and local heritage recognition.

- Historic cemetery designation for Rose Hill Cemetery, Blooming Grove, Texas
- Historic cemetery designation and Texas Historic Marker confirmation for White Church Cemetery, Blooming Grove, Texas

**Curator | International Bowling Museum & Hall of Fame, Arlington, TX****Oct 2010 - May 2013**

- Directed successful development of satellite museum in Reno, Nevada, expanding national brand visibility and access to collections
- Collaborated with stakeholders to create interpretive content for diverse audiences
- Managed collections and designed engaging exhibits

**Managing Editor | TravelHost Magazine, Dallas, TX****Feb - Dec 2009**

- Managed editorial calendar and brand stylebook for two dozen magazine franchises across North and South America
- Maintained editorial standards and consistency across international publications
- Position eliminated due to organizational restructuring

**Managing Editor | American Airlines Publishing, Fort Worth, TX****1997 - 2000**

- Served as managing editor for Southwest Airlines' *Spirit* magazine
- Controlled editorial calendar and supervised fact-checking team
- Performed final blueline checks ensuring publication quality
- Left position for family commitments and graduate education

**EDUCATION**

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**Master of Arts (MA), History | Southern Methodist University, Dallas****2005 -2010****Bachelor of Arts (BA), Journalism | Texas A&M University****CORE COMPETENCIES**

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**Content & Writing:** Copywriting • Content Strategy • UGC Creation • Interpretive Writing • Technical Writing • Editorial Management • SEO Content • Storytelling**Digital Marketing:** Social Media Management • Social Media Strategy • Digital Content Development • Community Engagement • Brand Voice Development**Technical Skills:** Adobe Creative Suite • Canva • Claude AI • ChatGPT • Stable Diffusion • Content Management Software • Google Suite • AP & Chicago Style**CERTIFICATIONS**

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**LinkedIn Learning:**

- Building an Integrated Online Marketing Plan
- SEO Foundation
- Marketing Tools for Social Media
- Content Creation: Strategy and Tools
- Marketing Strategy: SEO Content Writing
- Decision Intelligence
- Effective Communication
- Business Writing Principles

**GoSkills Leadership Training:**

- Finance for Non-Financial Professionals
- Marketing
- Press Releases